

ABSTRAK

Krisis dalam suatu perusahaan yang disebabkan oleh masalah internal maupun eksternal dapat menyebabkan jatuhnya kredibilitas perusahaan di mata publik. Dalam penelitian ini, peneliti tertarik untuk meneliti manajemen krisis *Human Relations Department* PT. Pandu Siwi Sentosa Balikpapan pasca pembelian saham mayoritas PT. Pandu Siwi Sentosa Samarinda. Metode Penelitian ini menggunakan metode deskriptif. Penelitian ini hanya memaparkan situasi atau peristiwa dengan melakukan wawancara kepada pihak pihak terkait. Metode analisa data yang digunakan adalah metode analisa data kualitatif dengan menggunakan konsep triangulasi. Triangulasi data mengarahkan peneliti untuk melakukan pengambilan data menggunakan beragam sumber agar dapat mengetahui kesimpulan dari penelitian yang dilakukan. Hasil Penelian ini menunjukan bahwa dalam menangani krisis yang terjadi pada PT. Pandu Siwi Sentosa Samarinda, *Human Relations Department* PT. Pandu Siwi Sentosa Balikpapan terlebih dahulu mempelajari respon dari publik internal dan publik eksternal perusahaan. Berdasarkan data tersebut *Human Relations Department* merancang strategi manajemen krisis dengan tujuan meningkatkan kinerja pegawai. Hal ini di wujudkan dengan program *workshop*, *mentoring*, dan perbaikan *Standart Operasional Procedure*. Program yang dilakukan oleh *Human Relations Department* ini terbukti berhasil dengan kembali bergabungnya *Coorporate costumer* dan *Daily Costumer* dengan PT.Pandu Siwi Sentosa Samarinda. Peneliti berharap agar selanjutnya aktivitas *Human Relations Department* lebih ditingkatkan demi menjaga stabilitas perusahaan agar tidak mengalami krisis.

Kata kunci : Krisis, Manajemen krisis, *Human Relations Departement*,

ABSTRACT

Crisis in a company caused by an internal or external problem can make the collapse of company's credibility in the public opinion. In this research, researchers interested to studying management crisis by Human Relations Department PT. Pandu Siwi Sentosa after the purchase of a majority stake of PT. Pandu Siwi Sentosa Samarinda by PT. Pandu Siwi Sentosa Balikpapan. Research used a descriptive method to describes and explaining a problem. Researchers do an interview to the relevant source and add a Literature to complete this study . Data analysis method used is the method of qualitative, data analysis by using the concept of triangulation. Triangulation of data directs researchers to perform data retrieval using a variety of sources in order to find out the conclusion of the study. results shows that in dealing with the crisis in the PT. Pandu Siwi Sentosa Samarinda, Human Relations Department PT. Pandu Siwi Sentosa Balikpapan's first step is a studying public response to internal and external public companies. Based on data from the Human Relations Department to design a crisis management strategy with the aim of improving the performance of employees. This is embodied by the program in the workshops, mentoring, and improved Standard Operating Procedure. Program conducted by the Human Relations Department has proven successful with returning the merger of Corporate customer and Daily Costumer with PT.Pandu Siwi Sentosa Samarinda. Researchers hope that further activity of the Human Relations Department is further enhanced in order to maintain the stability of the company.

Keyword : Crisis, Mangement Crisis, Human Relations Department